What is a Population? Transcript

Script: A population is any complete group with at least one characteristic in common.

Animation: Two cartoon men appear on screen. One is green and one is blue. They are standing outside on grass.

Green man: In a data collection, the target population is the population of interest to the study.

Blue man: Are populations just people?

Animation: Blue man shrugs his shoulders as he asks the question.

Green man: No. There are many different populations that can be studied. Let's look at some examples of populations we can study.

Green man: People

Animation: Background behind the two men changes to image of lots of male and female cartoon people standing in rows

Green man: Business

Animation: Background behind the two men changes to a shopfront with a woman walking carrying shopping bags.

Green man: Motor Vehicles

Animation: Background behind the two men changes to show a car driving along a road.

Green man: Farms

Animation: Background behind the two men changes to image of a farm with a man on a tractor driving past some farm buildings.

Green man: Manufacturing Businesses

Animation: Background behind the two men changes to an image of a factory with sawtooth roof and a forklift.

Animation: Background behind the two men changes back to the two men standing on grass.

Green man: and anything else you wish to study.

Blue man: Why do I need to know this?

Green man: It is important to understand the target population being studied, so you can understand who or what the data are referring to.

Blue man: Why?

Green man: If you have not clearly defined who or what you want in your population, you may end up with data that are not useful to you.

Blue man: Could you give me some examples of what you mean?

Green man: Sure!

Animation: Background behind the two men changes to a map of Australia with cartoon people standing in front of the map and waving.

Green man: Now, imagine that you wanted to only study people in Australia who were born overseas...

Green man: but instead you looked at data about all "people in Australia". This data includes people that you are not wanting to study, as they were born in Australia. You could end up with data that you do not need because your target population was not clearly defined.

Animation: Background behind the two men changes to a classroom with cartoon children and a teacher standing in front of a blackboard and waving.

Green man: Or if you wanted to study primary school children, you would need to clearly define your target population as being "primary school children" or else you may end up with data that included all school children. The inclusion of older children in your study would affect your results.

Animation: Background changes back to the two men standing on grass.

Blue man: Thanks for explaining this!

Animation: End.